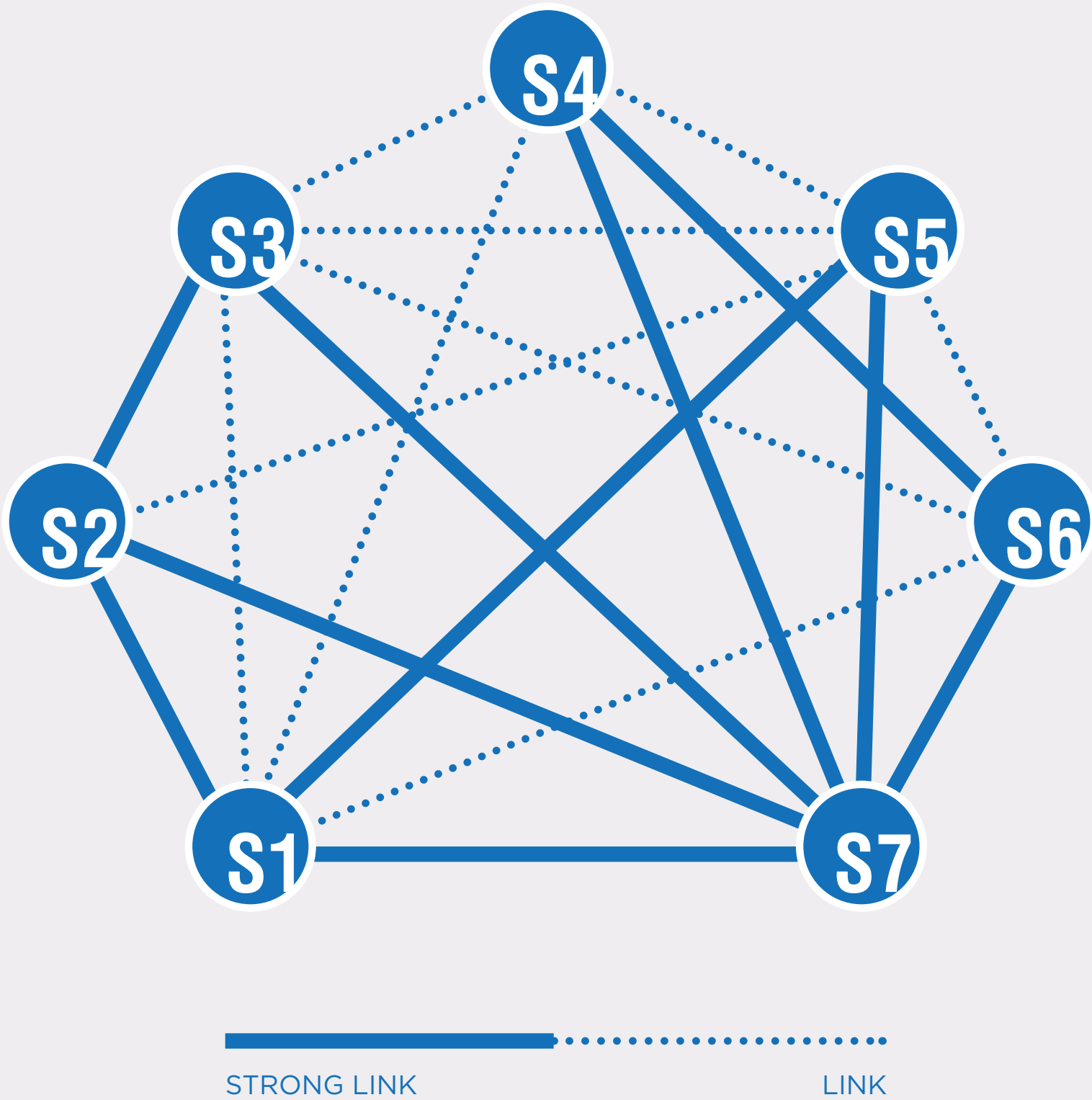


# SEVEN STRATEGIES FOR DOWNTOWN

## STRATEGIC FRAMEWORK



Using the goals and objectives established for Downtown, a set of strategies was identified, grouped into seven categories. These strategies are the **concrete steps** that the Town can take to start transforming the Downtown of the future. The strategies **vary in magnitude of cost, effort, and time** needed to complete, as well as which types of partners may need to come together to make them happen. And not all of them might be attainable, particularly in the next ten or fifteen years. But they provide **a guide** that will help the town prepare for coming changes and work intentionally towards **accomplishing the community's goals** and objectives for Downtown along with those changing conditions.

The community planning process identified seven interrelated and mutually-reinforcing strategies that will help guide investments to help Downtown Blacksburg thrive.

### ESTABLISH DEVELOPMENT OPPORTUNITIES S1



- Identify appropriate redevelopment sites
- Create developer guidelines for building design
- Provide incentives for desired development types/locations

“ 55% said new housing Downtown should be built to a greater density (3-4 stories), either generally or in select locations.

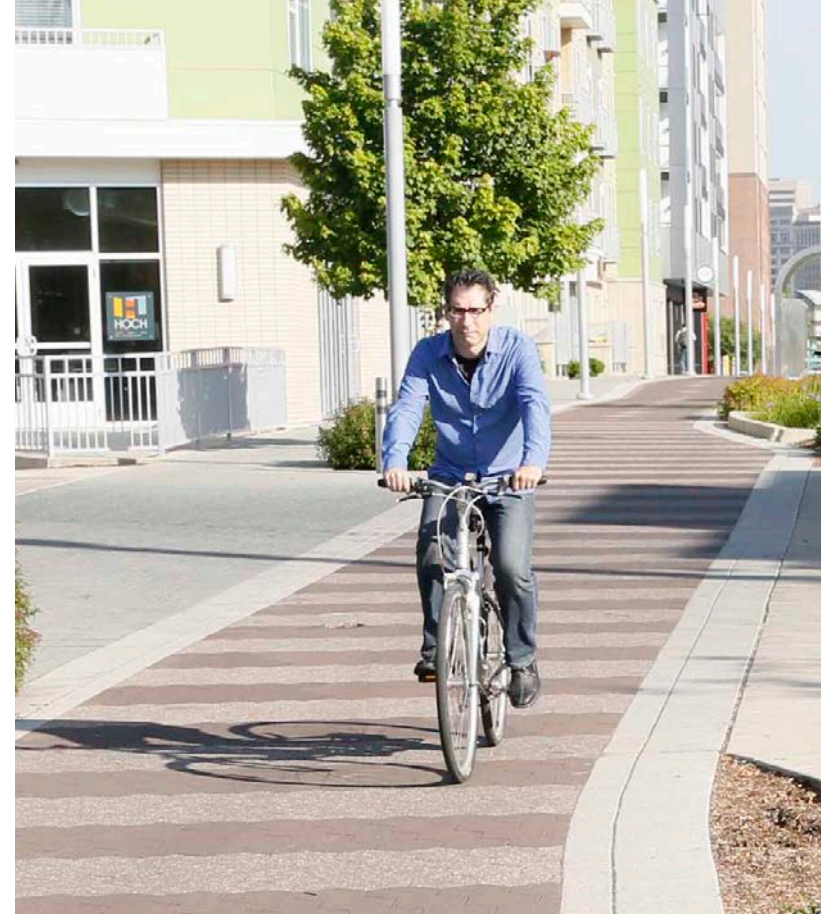
### ADDRESS HOUSING AFFORDABILITY S2



- Explore locations for greater density of housing development
- Explore tools to encourage more full-time, non-student residents
- Promote needed investments to help attract and retain employees

“ Over 50% of those surveyed say they would live in Downtown if housing were more affordable, or if there were more housing types available.

### MOVE PEOPLE, NOT CARS S3



- Improve multimodal access to and within Downtown area
- Develop structured parking to increase efficiency and growth

“ 38% of those surveyed said that traffic is one of Downtown's biggest problems.

### ENHANCE THE PUBLIC REALM S4



- Improve connections to existing parks
- Enhance programming and infrastructure in parks
- Invest in public spaces, art, cultural expression, and streetscaping

“ “Vibrant” was the single most common word that participants used to describe how they would like Downtown to be in 2025.

### FOSTER A RESILIENT LOCAL ECONOMY S5



- Promote development opportunities adjacent to Virginia Tech's CID
- Promote investments in innovation and knowledge economy jobs.
- Promote needed investments that will help attract and retain employee

“ 50% of those surveyed said they would like to see more local retail businesses Downtown.

### ESTABLISH DEVELOPMENT OPPORTUNITIES S6



- Encourage and support local businesses
- Increase Downtown vibrancy via public art and streetscaping
- Provide access and visibility to sites central to Blacksburg's history
- Explore ways to actively celebrate and rehabilitate historic assets

“ The feeling of a close-knit community most embodies Blacksburg's small-town character.

### SIX DISTRICTS, ONE DOWNTOWN S7



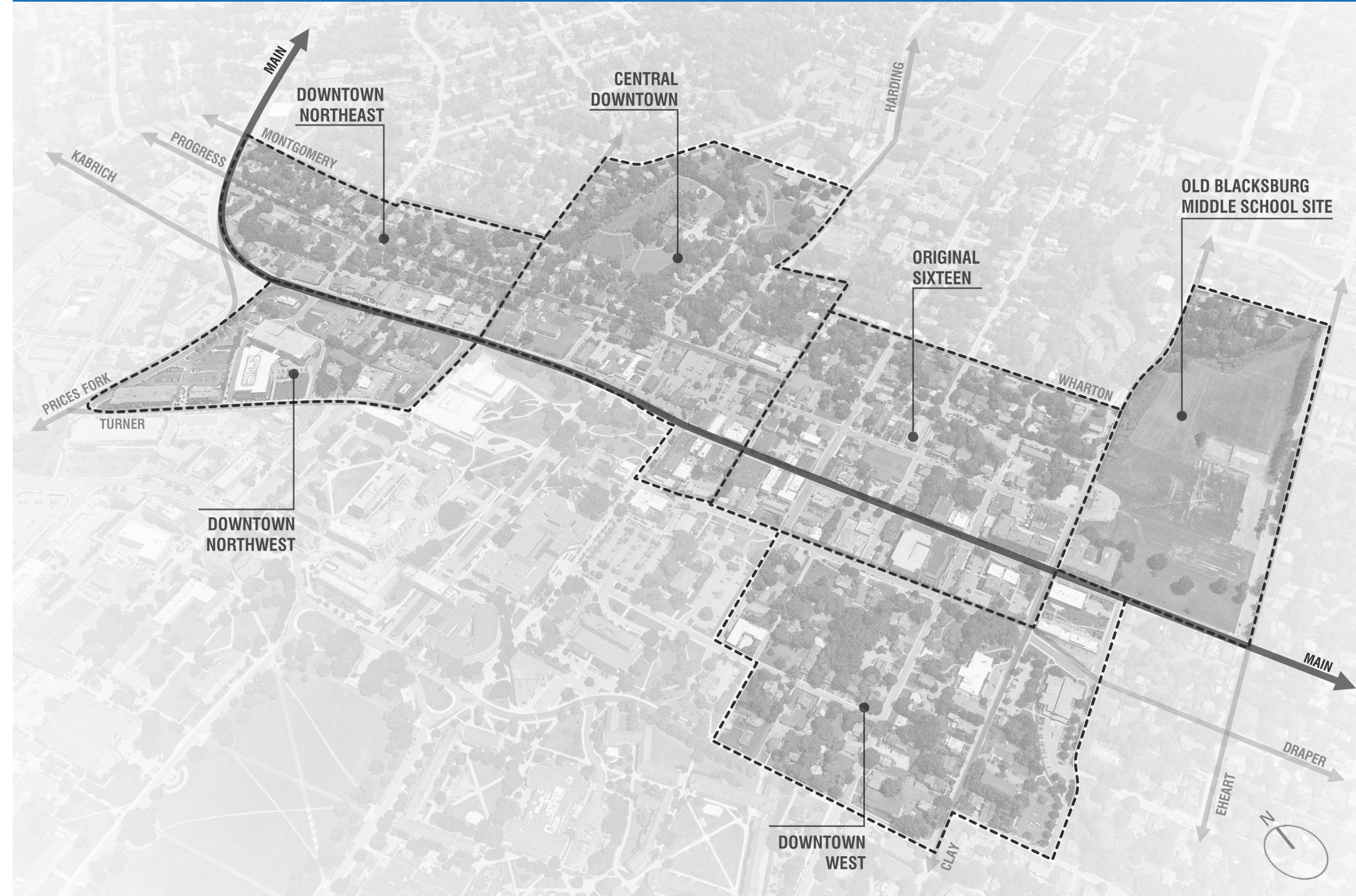
- Define Downtown districts to improve experience and development
- Expand “boundaries” of Downtown to guide development

# STRATEGIC PLAN FOR DOWNTOWN BLACKSBURG, VA

Each of Downtown's six districts is envisioned to have its own distinct mix of uses, character, and development trajectory over the coming 10 to 20 years. While placemaking is focused on creating attractive places, it is equally important to make it as easy as possible for residents and visitors alike to navigate and travel between different areas of

the Downtown. This strategic plan proposes six districts within Downtown, evaluates their assets and opportunities, and illustrates a unique vision for each.

## DOWNTOWN BLACKSBURG TODAY



## 20-YEAR ILLUSTRATIVE VISION



### DOWNTOWN'S SIX DISTRICTS

#### The Original 16

The blocks bounded by Draper, Jackson, Wharton, and Clay are the **historic center** of Blacksburg. The area contains many of the structures that contribute to the Blacksburg Historic District, and has **good urban form** along many parts of Main Street. Alongside **context-sensitive development**, a range of policy initiatives will aid in the **preservation** and **enhancement** of this area's historic character.

#### Downtown Northwest

The blocks tucked between North Main Street and Virginia Tech's campus are today an assembly of **auto-oriented retail and residential uses**. This area is also home to an important historic resource for Blacksburg: **St. Luke and Odd Fellows Hall**. The opportunity in this district is to create **dense, student-oriented mixed use development**, while also providing a more dignified environment for this important and historic site.

#### Central Downtown

This district is the **physical, economic, and social center** of Downtown, and plays an immense role in expressing Blacksburg's character. Investing in **new public spaces** both large and small, the creation of **new transportation facilities**, and **strategic development** on key sites will further elevate this area as the **front door** to the Blacksburg community.

#### Downtown West

The district west of Draper and South of Virginia Tech's Creativity and Innovation District is **rich with assets**, as well as opportunities to create an exciting synergy with the **emerging innovation economy** growing in the area. This area, comprised of two subdistricts, has the potential to become a vibrant neighborhood within Downtown that **celebrates arts and culture** while also **knitting new and existing uses** into the fabric of Blacksburg.

#### Downtown Northeast

This district north of Turner and east of Main feels **disconnected** from Downtown today, without the pedestrian-friendly environment that typifies the blocks of Main Street to the area's south. But new **mixed-use development** along Main, and **new streets** that break up existing superblocks, will help to extend Downtown's **quality public realm** north, while also reconnecting the Bennett Hill-Progress neighborhood to Main and the rest of Downtown.

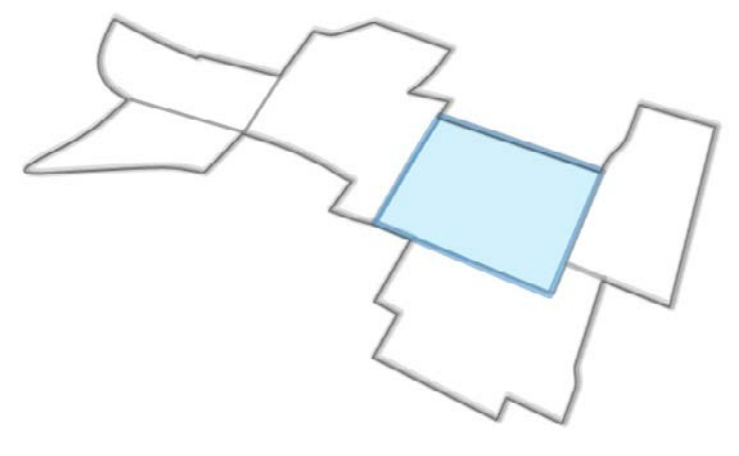
#### Old Blacksburg Middle School Site

This district presents an incredible **opportunity for development** that expands the town's supply of **housing**, contributes to a **mixed-use environment** along Main Street, and creates **new jobs** for the community. The town's active facilitation of development at this site will significantly expand on Downtown's **livability, accessibility, and vibrancy**.

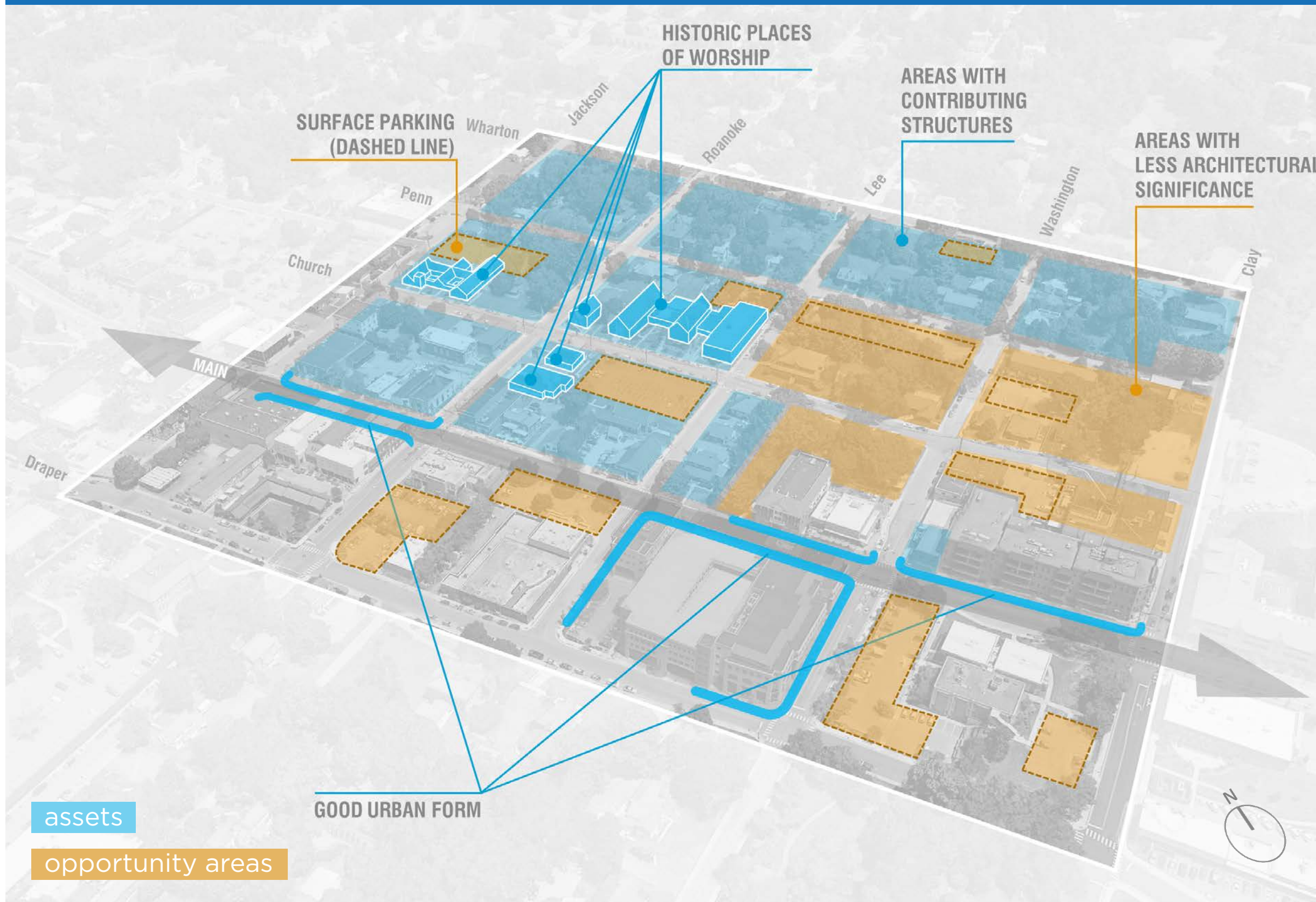
- assets & preservation
- new construction & redevelopment
- open space & streetscape

# THE ORIGINAL 16

The Original 16 blocks are the historic center of Blacksburg. But the public realm and historic homes in some parts of the district are in deteriorating condition. Rehabilitating and enhancing the historic fabric, alongside infill and moderate density development on select blocks, will restore this area to a place of prominence in Downtown.

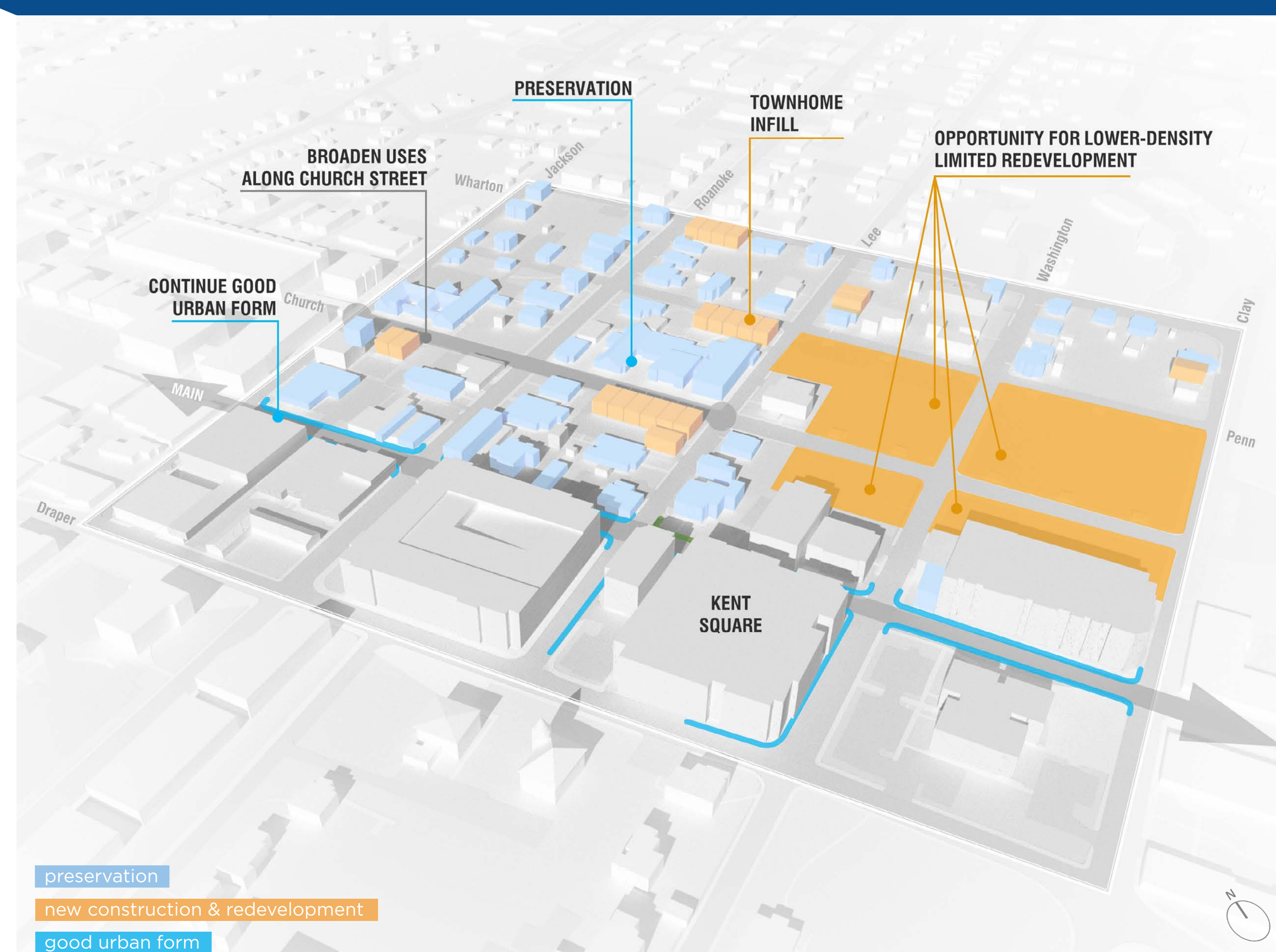


## THE ORIGINAL 16 TODAY



<b>MARKET</b>	» High demand for housing and office
	» Low-density single family and townhome infill is economically challenging
<b>PLACE</b>	» Historic Church Street an asset
	» Poor street/pedestrian network conditions
<b>ECONOMY</b>	» Fair to poor building conditions in some areas
	» Many historic structures
<b>POLICY</b>	» Original 16 important to town identity

## 20-YEAR ILLUSTRATIVE VISION

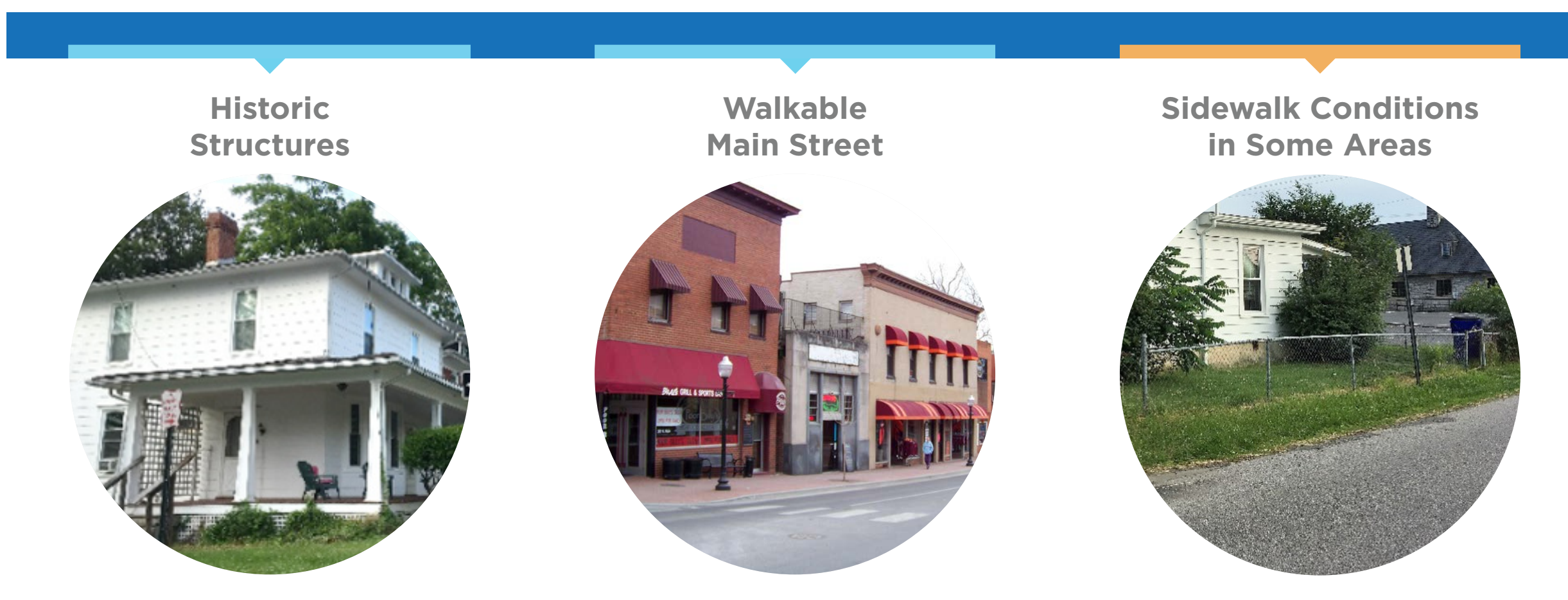


## POTENTIAL CATALYST



### CATALYST DEVELOPMENT SUMMARY

30 units Mid-Career Apartments	9,500 sq. ft. Ground-Floor Retail
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### EXISTING CONDITIONS

The Original 16 holds a special place in the collective identity of Blacksburg. Church Street has several **historic places of worship**. Significant **streetscape improvements** have greatly improved Main Street's **walkability**.

However, there is much room for improvement in the public realm east of Main Street, where sidewalks are narrow, in fair condition, or non-existent. Several buildings are in fair to poor condition. The large, **grid-shaped blocks** lend themselves to downtown-scale development; it is generally not desired that this scale be replicated in many places east of Main Street.



### CHARACTER & IDENTITY

- » Preservation-forward
- » Small-town character
- » Select infill projects
- » Sidewalk/streetscape improvements
- » Branding/celebrate the 16
- » Rehab policy/programs
- » Zoning refinement

### VISION

The vision for the Original 16 is that it serves as an important reminder of Blacksburg's **small-town history**. Reinvestments in the street environment will provide **sidewalks and well-maintained streets** throughout the district. Street furniture, lighting, and banners will reinforce the historic and small-town feel. Incentives and partnerships will be leveraged to **improve the conditions of existing historic homes**. New development should be **sensitive to the architectural context of this district's historic character**. A broader mix of commercial uses—such as **dining, retail, and office**—could be permitted on Church Street, but not encouraged moving farther east toward Penn and Wharton Streets.

### CATALYST

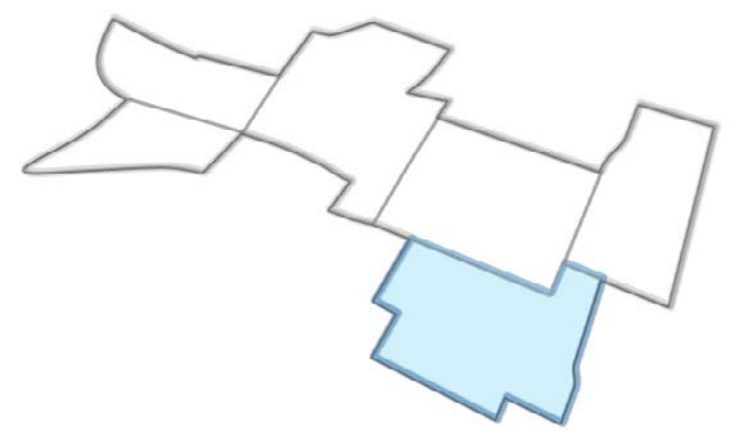
The intent of a catalyst in the Original 16 is to selectively replace development that is not **sensitive to context and character** with development that is, and leverage revenue to **improve the public realm** and invest in the **preservation of historic structures**.

An **enhanced street, streetscape, and pedestrian environment** will greatly improve the area's livability, walkability, and intrinsic charm.

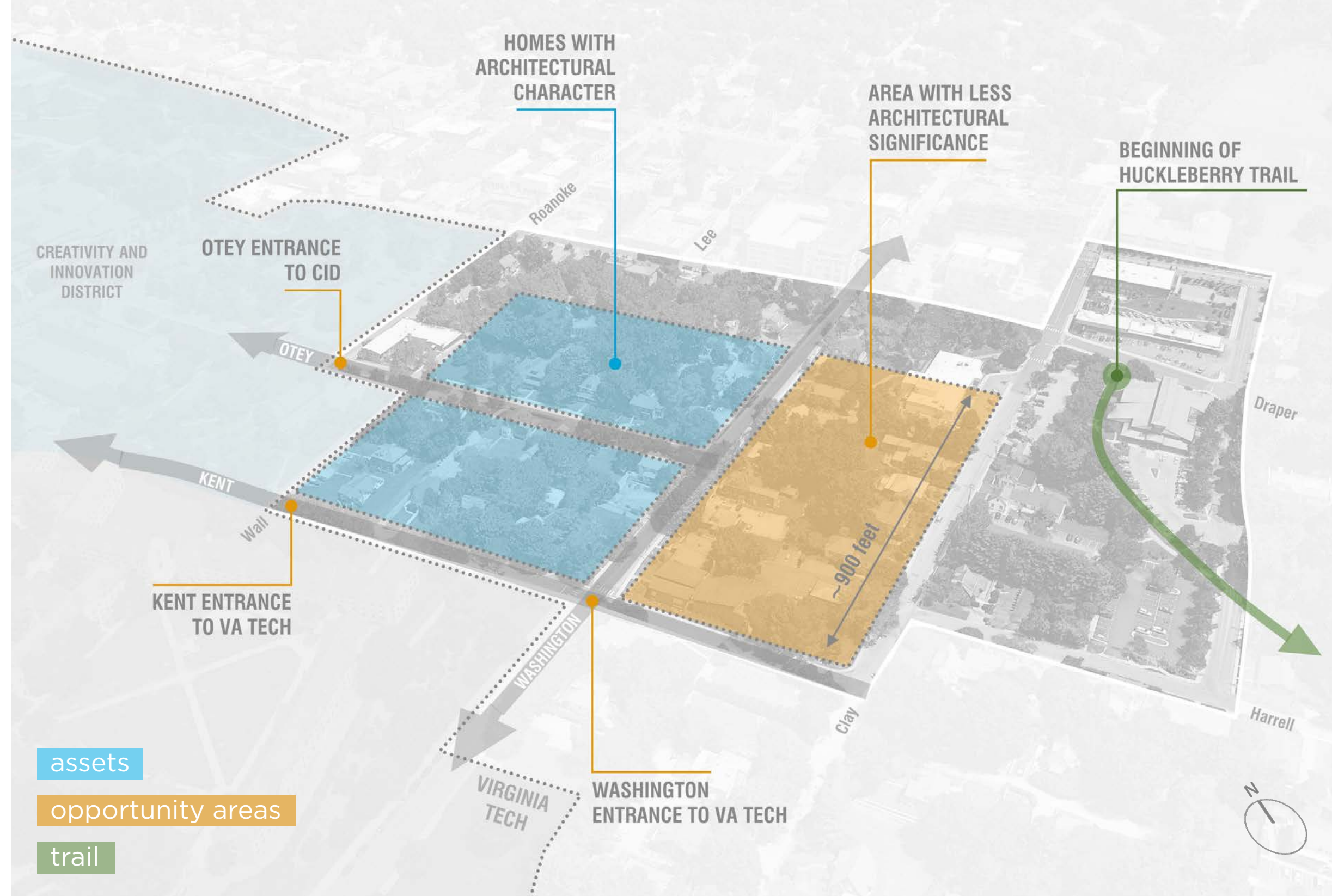
Lower-density **townhome infill** is preferred along Wharton and Penn Street, though the economic viability of this development may be limited. A larger-scale project with **apartments, office, or mixed use development** could take on a scale of three to four stories, transitioning to lower-scale townhomes along Penn Street and Lee Street.

# DOWNTOWN WEST: OTEY

The areas west of Main and south of Virginia Tech's emerging Creativity and Innovation District are ripe with potential, though they currently lack cohesion. Along Otey, the opportunity is to enhance the district's existing character by reprogramming existing buildings with new innovation-oriented uses, and by extending Otey to connect to Huckleberry Trail.



## THE OTEY HISTORIC DISTRICT TODAY



<b>MARKET</b>	» Housing demand high	<b>PLACE</b>	» Adjacent to the Creativity and Innovation District
	» Office demand to increase with Creativity and Innovation District		» Architecturally significant buildings
<b>ECONOMY</b>	» Land costs moderate	<b>POLICY</b>	» Cultural and recreational assets
	» Expanded uses could increase viability of existing homes		» Washington Street gateway potential
			» Limited permitted uses
			» Outside historic district
			» VT partnership potential

## 20-YEAR ILLUSTRATIVE VISION



## POTENTIAL CATALYST



## DISTRICT DEVELOPMENT SUMMARY

250 units  
Graduate / Professional Housing

Buildings with Less Architectural Significance



Homes with Architectural Character



Huckleberry Trail



## EXISTING CONDITIONS

North of Wall Street, Otey will one day cut through the heart of **Virginia Tech's Creativity and Innovation District (CID)**. South of that are some of the Town's most **architecturally significant buildings**—single family homes that serve as institutional uses or private residences. Many of these buildings merit preservation.

Otey dead-ends at Washington Street, denying a more direct connection from Virginia Tech to the **Huckleberry Trail**. Washington itself is a busy street, providing a back-door entry to the Virginia Tech Campus that could become more of a gateway.

## CHARACTER & IDENTITY

- » Broadened zoning uses
- » Historic preservation
- » Otey streetscape
- » Incubators and start ups
- » Art studios
- » Bed and breakfasts
- » Pedestrian orientation
- » University-town interface

## VISION

The Vision for Otey is **to infuse a historic area with more vibrancy and dynamism**, while connecting to the future CID. Broadening allowable uses in the architecturally significant buildings north of Washington will help to encourage this vibrancy. Such uses could include **office and co-working, restaurant, bed and breakfast, small scale retail, and art studio space**. A cohesive streetscape on Otey from College Avenue to Washington will create an inviting link from the CID to the historic district, and encourage **pedestrian traffic**.

South of Washington, **new non-student residential** uses will capitalize on the proximity to Downtown, the University, the CID, and Huckleberry Trail. Extending Otey beyond Washington would create a more direct **connection to the Huckleberry Trail**.



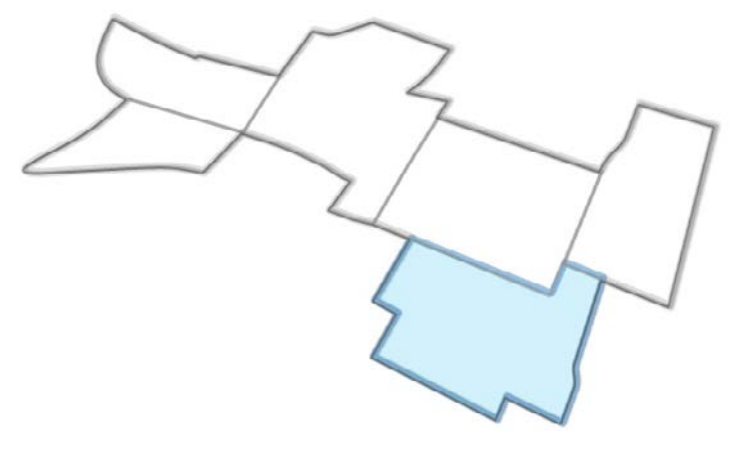
## CATALYST

Extending Otey beyond Washington Street creates exciting potential for catalyst projects that **reinforce Washington as a key connection** through the district and create a connection to the emerging CID, a broader range of uses on Washington, and the Huckleberry Trail.

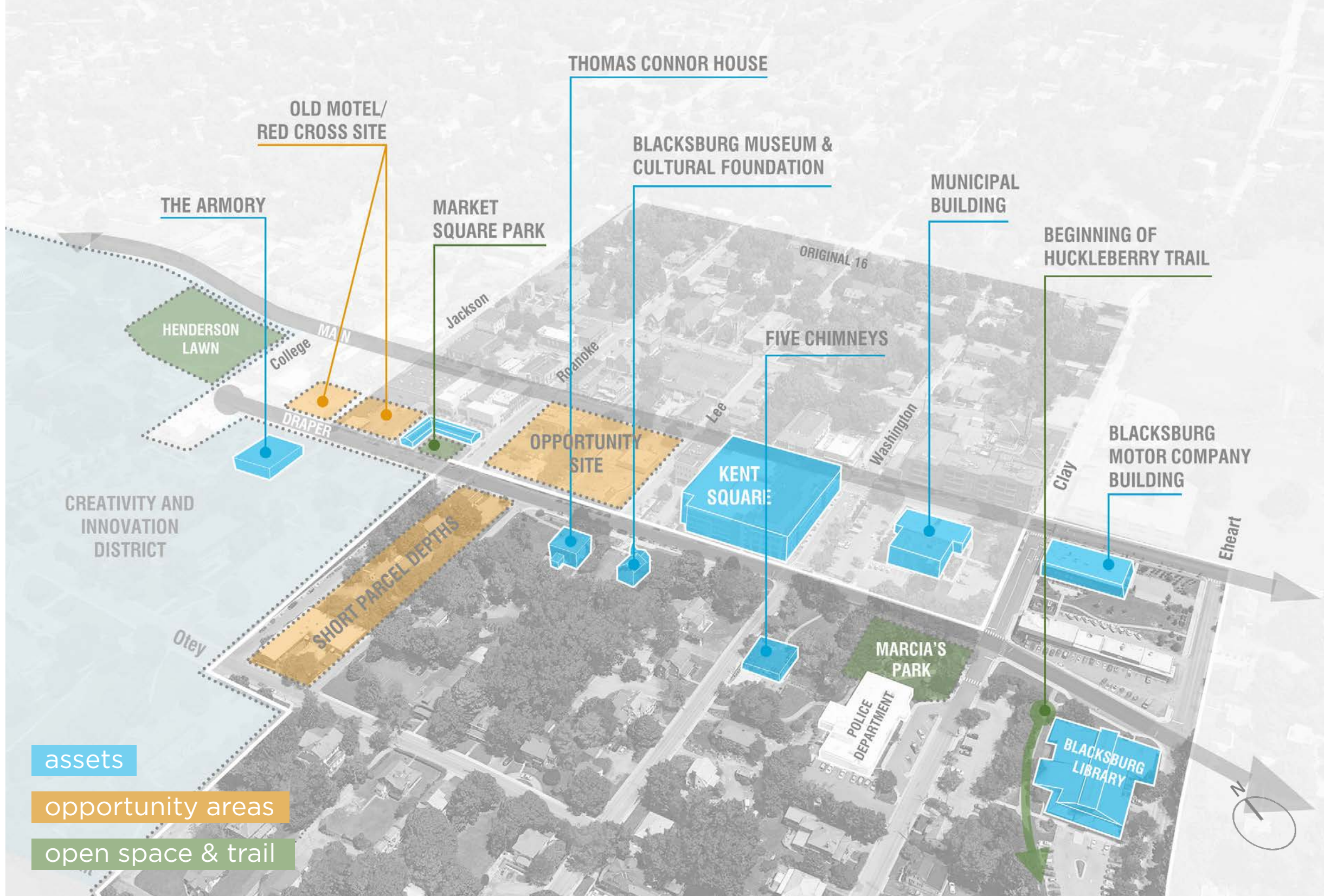
**Medium-density residential buildings** and new **streetscaping** will dramatically improve the **walkability and vibrancy** of the area. Further extending Otey as a pedestrian and cycling path, or even a street, could create an enhanced connection to the **Huckleberry Trail**, increasing its accessibility from the rest of Downtown.

# DOWNTOWN WEST: DRAPER

The areas west of Main and south of Virginia Tech's emerging Creativity and Innovation District are ripe with potential, though they currently lack cohesion. Along Draper, the opportunity is to support Blacksburg's emerging innovation sectors through streetscape improvements and new programs on key sites.



## THE DRAPER CULTURAL DISTRICT TODAY



- MARKET**
- » Housing demand high
  - » Office demand to increase with Creativity and Innovation District
  - » Start-Up/Innovation Potential

- PLACE**
- » Adjacent to the Creativity and Innovation District
  - » Architecturally significant buildings
  - » Cultural and recreational assets
  - » Washington Street gateway potential

- ECONOMY**
- » Land costs moderate
  - » Expanded uses could increase viability of existing homes

- POLICY**
- » Limited permitted uses
  - » Outside historic district
  - » VT partnership potential

## 20-YEAR ILLUSTRATIVE VISION



## POTENTIAL CATALYST



### CATALYST DEVELOPMENT SUMMARY

- 10k sq. ft. Food Hall
- 50k sq. ft. Coworking and Incubator Space
- 90k sq. ft. Class A Office Space
- 30k sq. ft. Ground-Floor Retail
- 0.4 acres Stroubles Creek Park

Old Motel Site



Blacksburg Museum



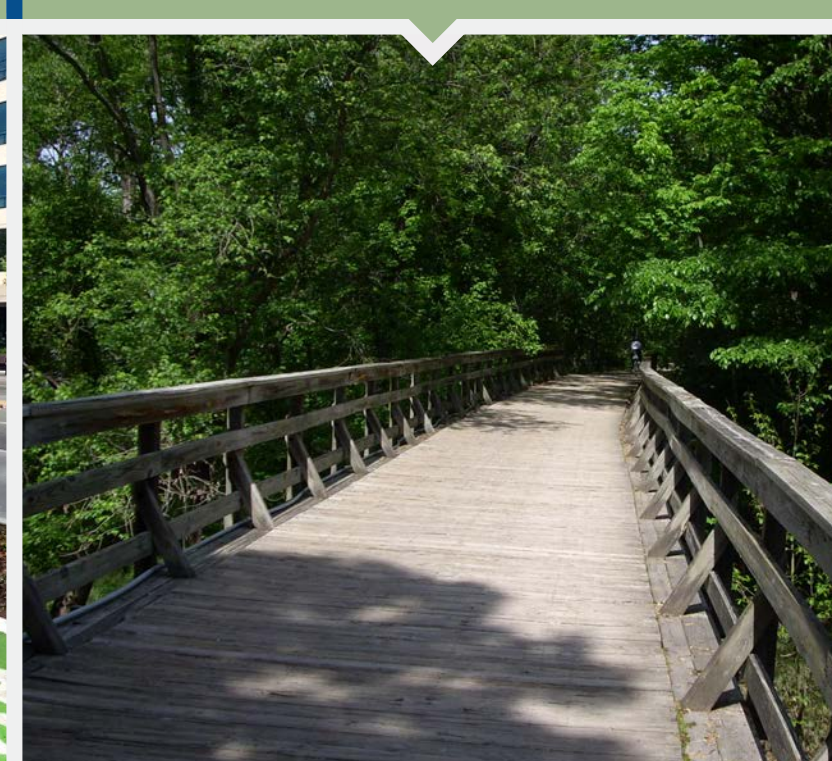
Market Square Park



Bike/Ped Facilities



Upgraded Parks and Trails



Public Art



Retail and Office Space



Stroubles Creek Art Plaza



Startup and Coworking



Indoor Market / Food Hall



## EXISTING CONDITIONS

Draper Road holds **great promise and potential**, but lacks cohesion today. Several buildings are oriented away from Draper; others lack architectural detail. Draper links Henderson Lawn and College Avenue on one end—two gems of Blacksburg—and the Huckleberry Trail on the other.

In between are **many assets**, including the popular **Market Square Park**, **Marcia's Park**, the beautifully restored **Alexander Black House**, **Kent Square**, and **civic assets** such as the Library and the Municipal Building. Linking the area's assets could make Draper **distinctive, livable**, and a **dynamic** presence in Blacksburg's emerging innovation economy.

## CHARACTER & IDENTITY

- » Museum row
- » Park enhancement
- » Office/coworking
- » Bike and pedestrian network
- » Streetscape
- » Public art
- » Food/food hall
- » Restaurants/dining
- » Infill south of Washington

## VISION

The central theme for Draper is to **support arts and culture** with an enhanced **street environment** and **targeted infill**. Draper can serve as a seam between some of Virginia Tech's most creative and innovative colleges and the town. The public realm should be inviting and artful, with **great bike and pedestrian facilities**. Assets like the Blacksburg Museum will be celebrated, perhaps anchoring a **Museum Row** if other cultural institutions co-locate on adjacent sites. A small private **food hall** could serve students, faculty, and staff at the future Creativity and Innovation District (CID). Underutilized sites could be re-developed for **office and co-working**, creating **space for spin-off activity** related to the CID.

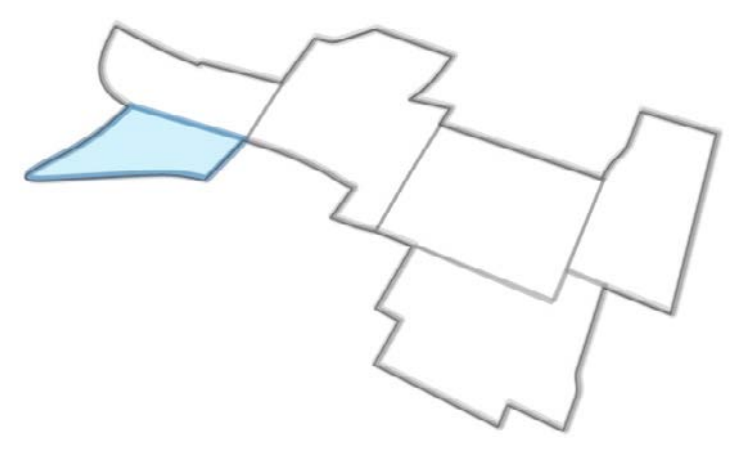
## CATALYST

While the greatest catalyst for Draper is likely the **improvement to the street environment**, the area including the bookstore site, the site to the north of the farmers market, and the Blacksburg Museum to the south hold the greatest potential for transformation. The block between Roanoke and Lee Streets, which includes the bookstore, could developed to include **ground-floor retail** and upper floors with **Class A office space**.

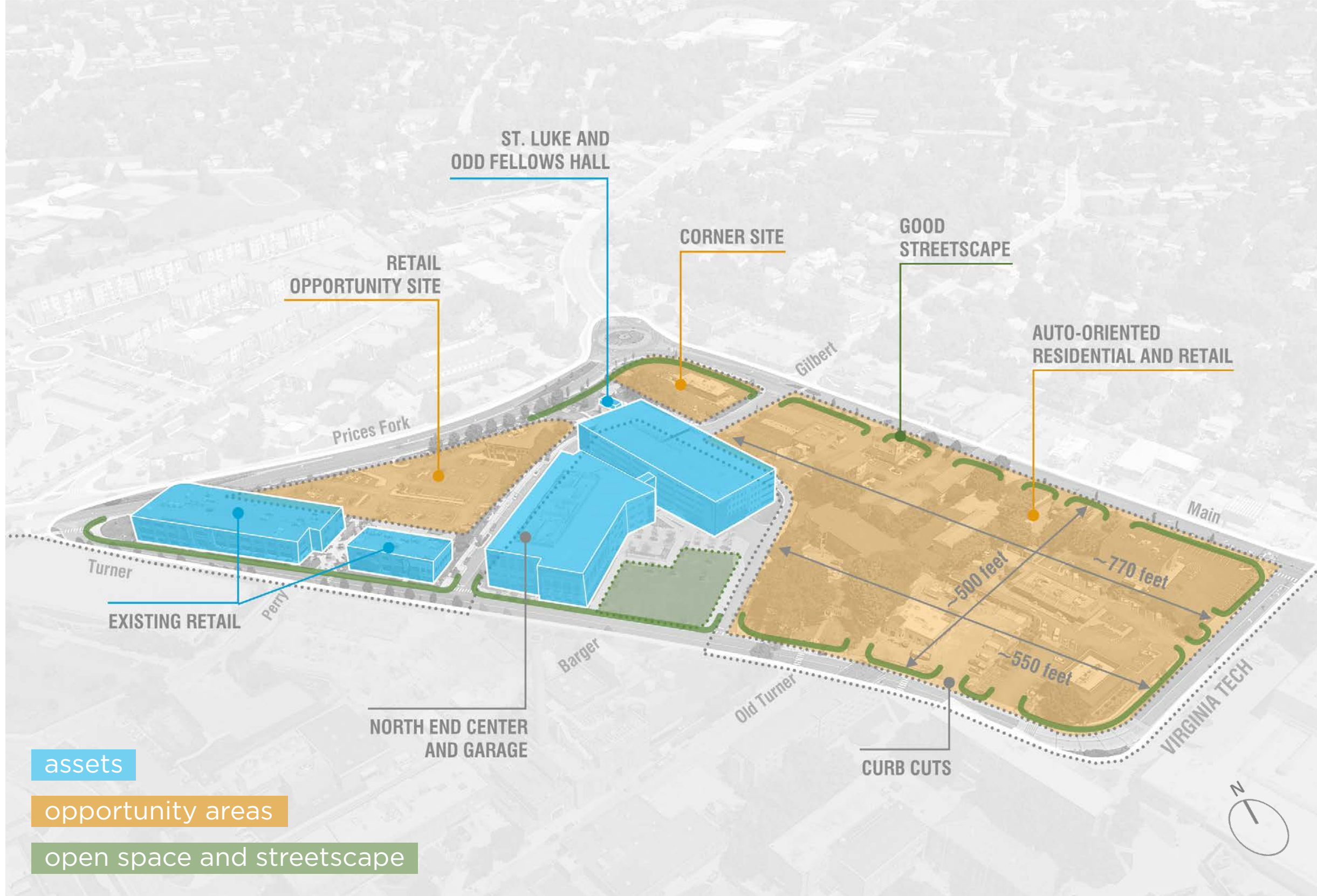
A small **food hall** could be added to capitalize on CID traffic and nearby job density. To the south, additional **museum/cultural amenities** could be added to create a destination—a Museum Row—**celebrating Blacksburg's history and culture**.

# DOWNTOWN NORTHWEST

Downtown Northwest today is comprised of a mix of uncoordinated, car-dominated uses. This area also has a great deal of high-value land, including sites adjacent to Virginia Tech. The north end of the district is emerging as a retail center. There is also an opportunity to provide a more dignified environment for St. Luke and Odd Fellows Hall, important historic resources for Blacksburg.



## DOWNTOWN NORTHWEST TODAY



**MARKET**

- » Very high demand for upscale student housing
- » Very high demand for high-volume restaurants and retail

**ECONOMY**

- » Land costs very high, even for Downtown

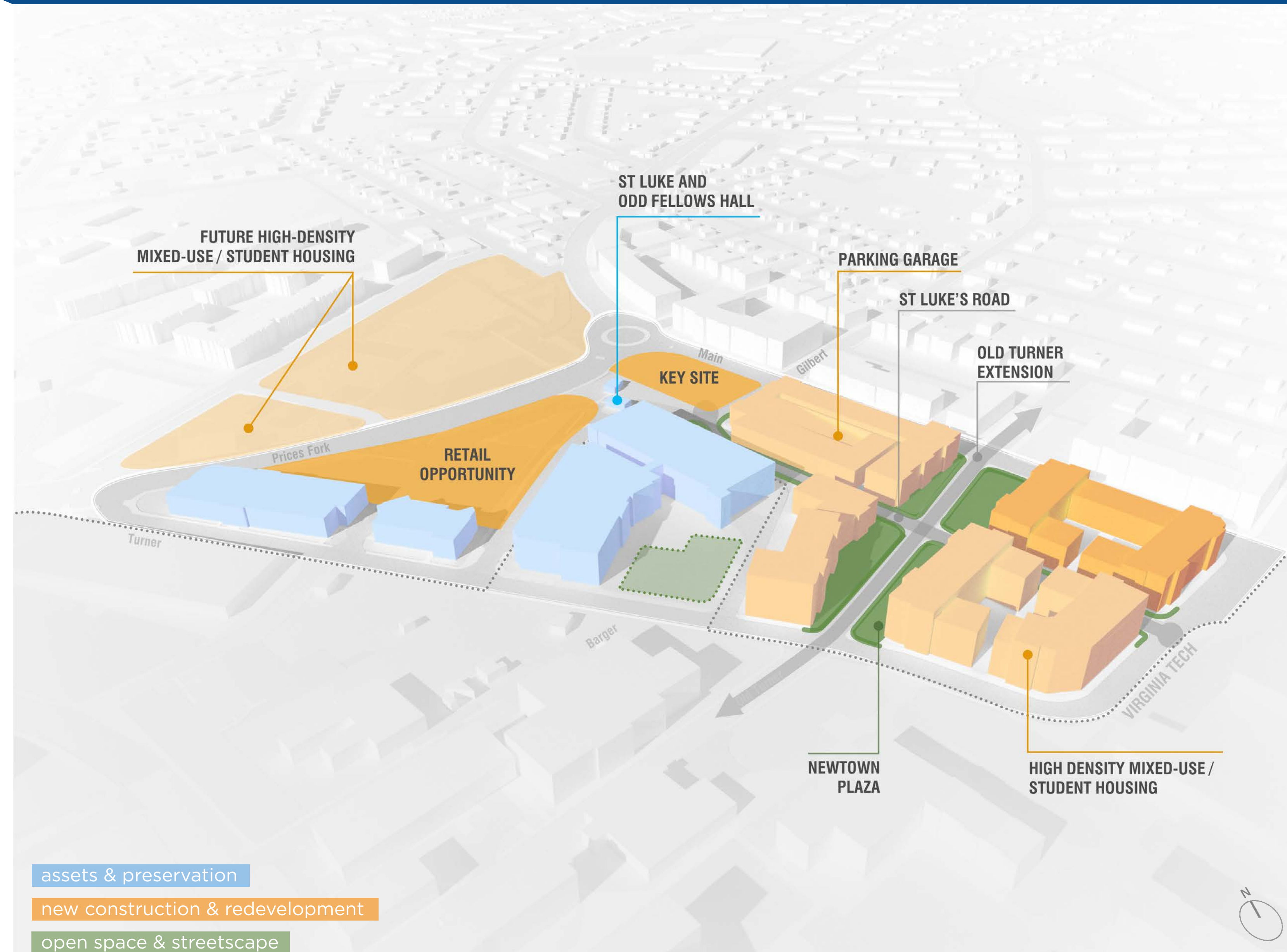
**PLACE**

- » Too many auto-oriented uses and curb cuts
- » Superblock limits connectivity and walkability
- » Campus-adjacent

**POLICY**

- » No adjacent neighborhoods
- » Few structures of architectural value
- » Strong physical link to Virginia Tech campus

## 20-YEAR ILLUSTRATIVE VISION



## POTENTIAL CATALYST



## DISTRICT DEVELOPMENT SUMMARY



## EXISTING CONDITIONS

Downtown Northwest consists of a great deal of **high-value land** that, particularly on the southern end, could be far more attractive and vibrant. While there have been **significant efforts to upgrade the streetscape** on Turner and Main Streets, **curb cuts** abound on private land, largely supporting **auto-oriented restaurants**.

This mix of **car-dominated uses** impede the district's walkability and livability. Along Prices Fork Road lies one of the best opportunities to introduce retail anchors into the downtown. Recent development has been of high quality, presenting a better model for auto-oriented retail. The **historic St. Luke and Odd Fellows Hall** is currently isolated by incompatible, auto-oriented uses.



## CHARACTER & IDENTITY

- » High quality buildings
- » Mix of uses
- » Ground floor retail
- » Density and urbanity
- » Student-oriented
- » Public square or green
- » New street connections
- » Walkability
- » Dignified location
- » Compatibility

## VISION

The vision for Downtown Northwest is one that is far more **walkable, urban, architecturally appealing,** and **mixed in use.** The southern end could be redeveloped into a dense, mixed-use environment—the only one in downtown truly **targeting students.** **New streets** could break up the superblock, with buildings oriented around a **plaza or green.** Along Prices Fork, the town can target **retail anchors**, such as a general merchandise store or a high-quality grocer. The site at the southern corner of Prices Fork Road and North Main Street could accommodate **context-sensitive redevelopment** that complements St. Luke and Odd Fellows Hall, or a **new open space** programmed with elements that help residents and visitors engage with this historic site.

## CATALYST

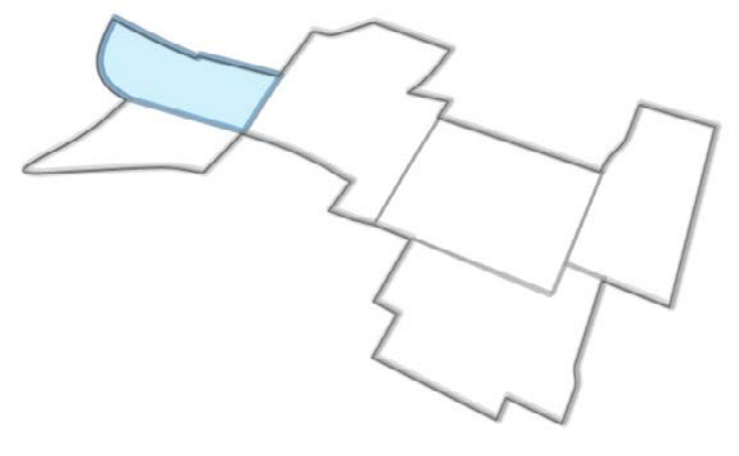
The catalyst for a more walkable, vibrant, and architecturally beautiful Downtown Northwest is the **redevelopment of its southern half.** Its very high land costs will require **greater density** to initiate redevelopment that is of **high architectural quality.** Upscale **student housing** is likely the only economically viable redevelopment option.

With high **design standards** and a **ground-floor retail** requirement, this portion of Downtown can better integrate it with the university, and with Main Street. A series of new buildings and new streets could provide **better connectivity**—especially from campus to Main Street and the Bennet Hill-Progress neighborhood. A **new civic plaza or green** could add meaningful public space to Downtown.

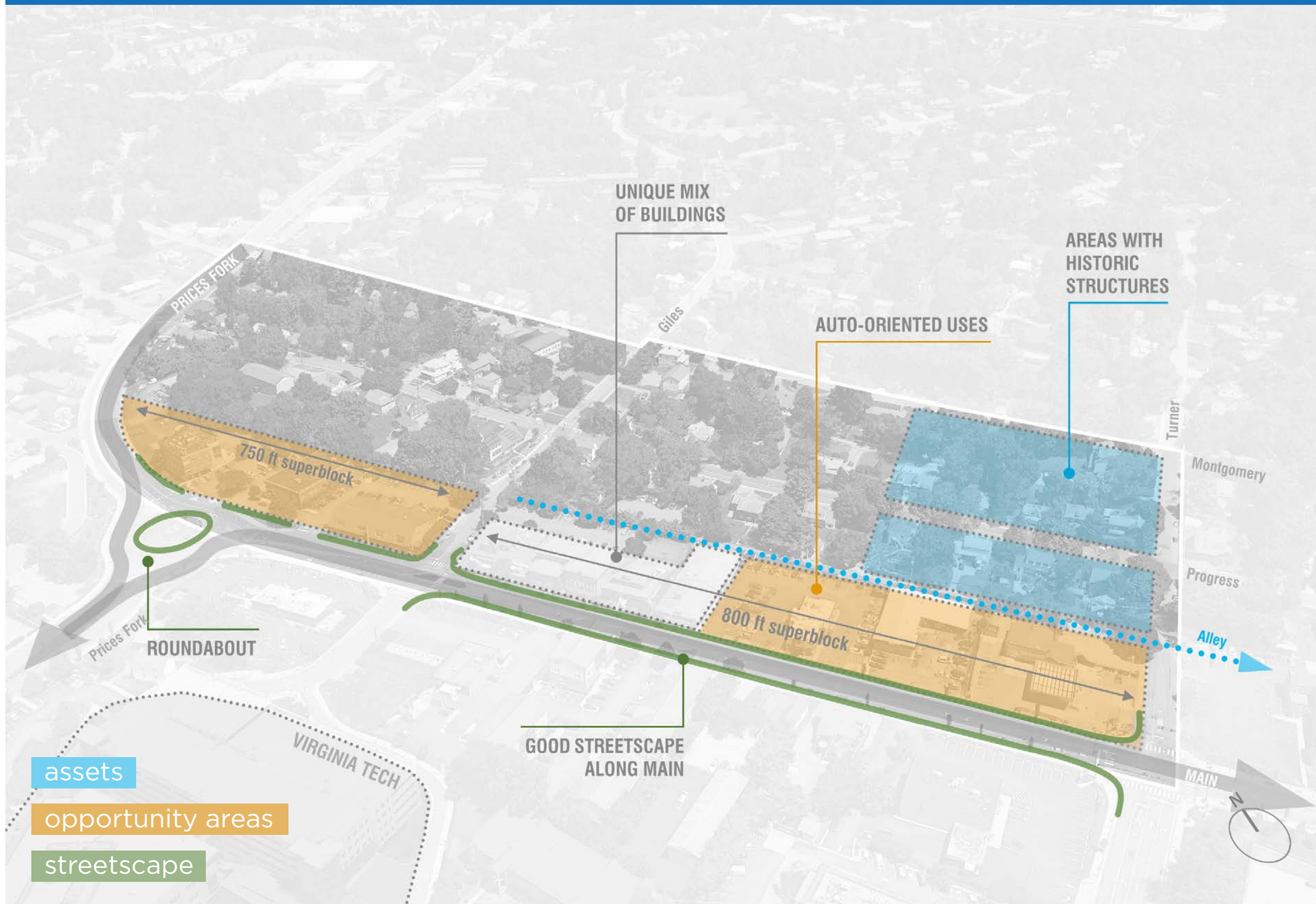


# DOWNTOWN NORTHEAST

Today, the uses along Main Street give Downtown Northeast the character of a commercial strip than an integrated part of Downtown. There exist great opportunities to re-knit this district back into Downtown Blacksburg by extending the active retail environment north along Main, creating new housing options for young professionals, and adding new streets or pedestrian linkages that break up the superblocks.

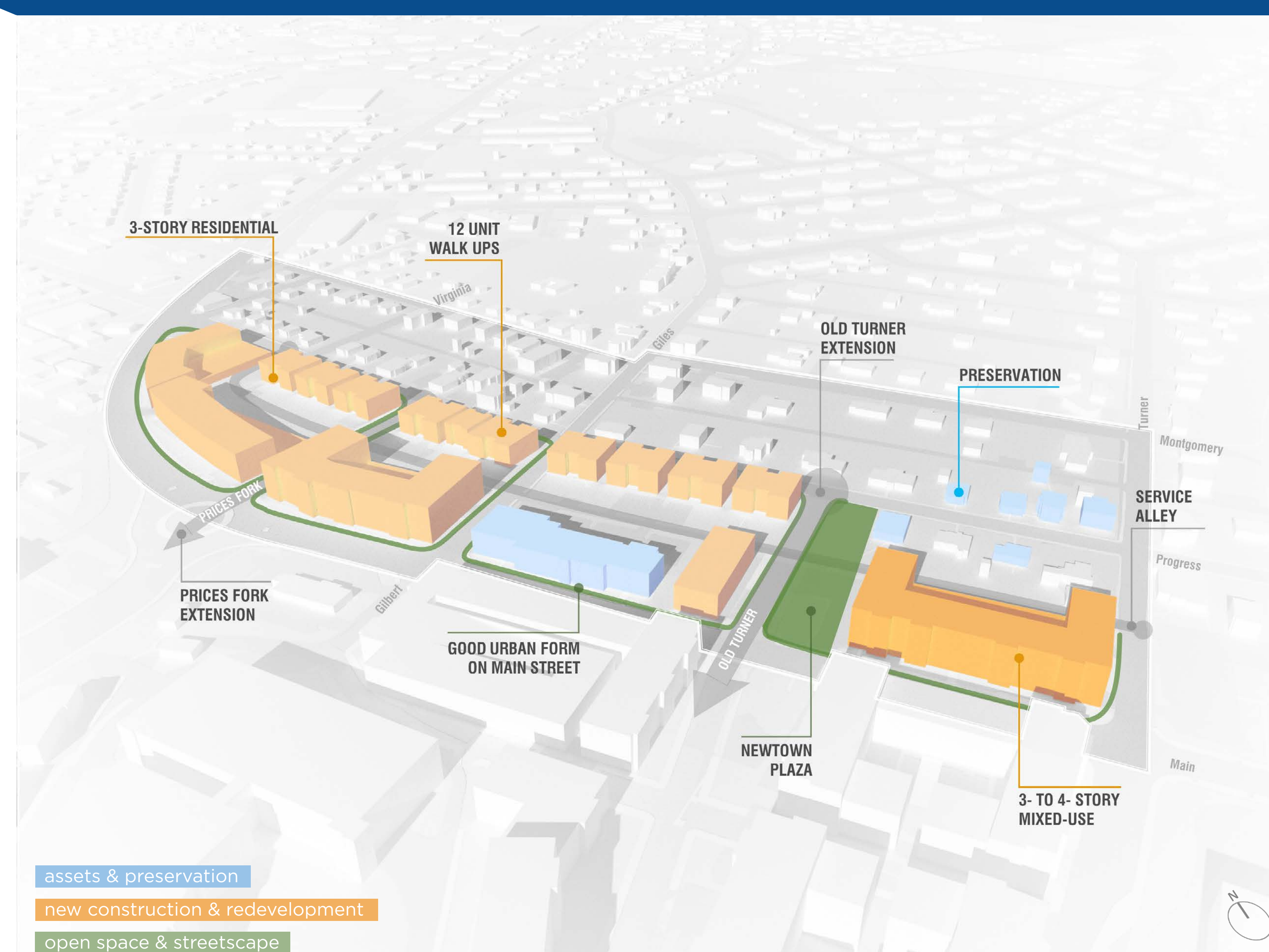


## DOWNTOWN NORTHEAST TODAY



<b>MARKET</b>	» Strong demand for non-student housing	<b>PLACE</b>	» Too many auto-oriented uses and curb cuts
	» Opportunity to extend Main Street retail		» Residential superblocks limit connectivity and walkability
<b>ECONOMY</b>	» Higher densities needed to make mixed use development feasible	<b>POLICY</b>	» Potential as a gateway to Downtown
	» Land costs too high for single family		» Few contributing structures
			» Opportunity to increase full-time non-student residency

## 20-YEAR ILLUSTRATIVE VISION

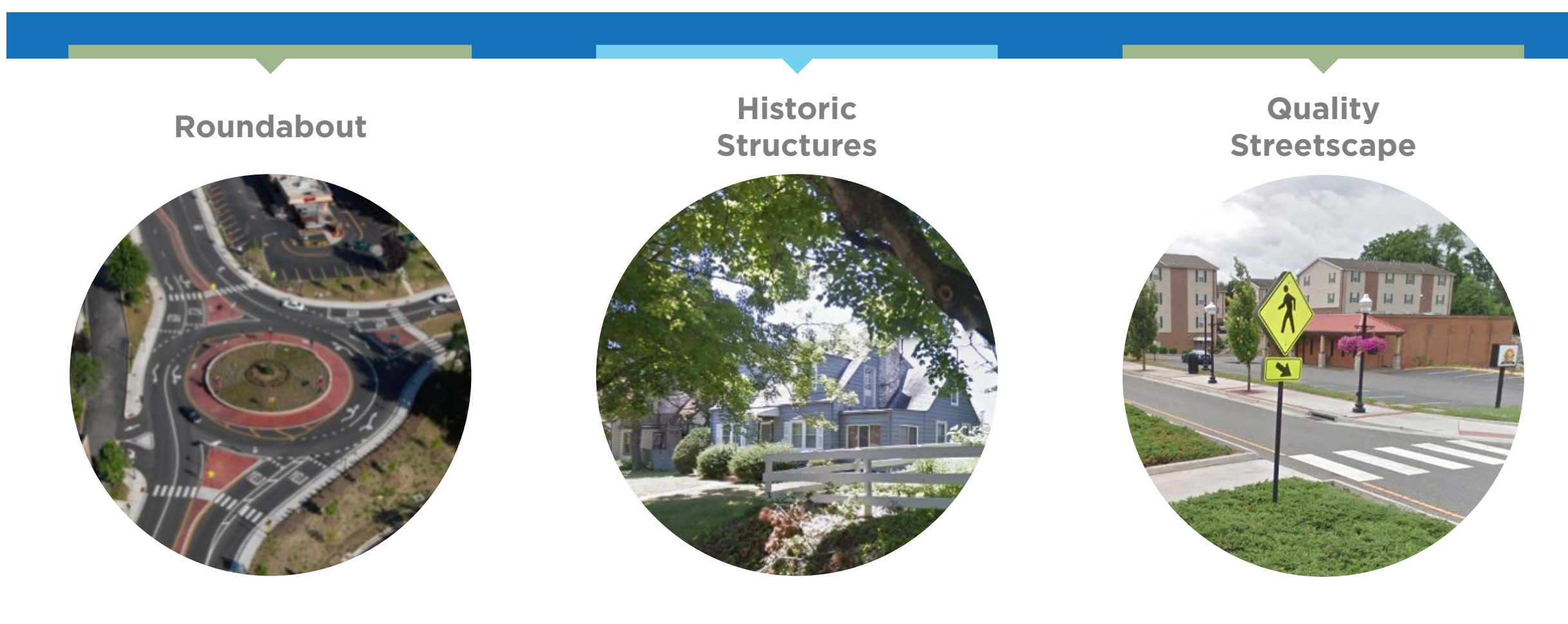


## POTENTIAL CATALYST



### CATALYST DEVELOPMENT SUMMARY

65 units Mid-Career Apartments	15k sq. ft. Ground-Floor Retail
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### EXISTING CONDITIONS

Recent **streetscape improvements** to the public right of way and the roundabout at Prices Fork have greatly improved the appearance and functionality of the public realm. However, the land uses make Downtown Northeast read less as a part of Downtown and more as an **assemblage of unrelated uses**—a gas station, an auto repair shop, and a drive-through restaurant signal to pedestrians that Downtown has effectively ended.

The 800-foot block length between Turner and Giles adds to the **commercial strip feel**. At Giles, a more interesting, although perhaps not historic, **mix of buildings contributes** to a college town feel.



### CHARACTER & IDENTITY

- » Expansion of Downtown
- » Quality architecture
- » Non-student housing
- » Leverage density
- » Young workforce attraction and retention
- » Walkability/bikeability
- » Mix of uses
- » Access to jobs, restaurants, art and entertainment

### VISION

The vision for Downtown Northeast is to **create a link to the walkable Downtown** environment to the south. Buildings will be **mixed-use**, with **residential targeting young professionals** and other non-students, and **ground-floor retail** with **local, eclectic, and creative/craft operators**. Buildings will be of a high architectural quality, with storefront windows and outdoor seating. Buildings will transition from up to four or five stories on Main Street to three-story residential on the west side of Progress Street. Across Progress Street, **quality townhome infill** will be permitted. A **new street or pedestrian walkway** will break up a superblock and make this part of Downtown more walkable.

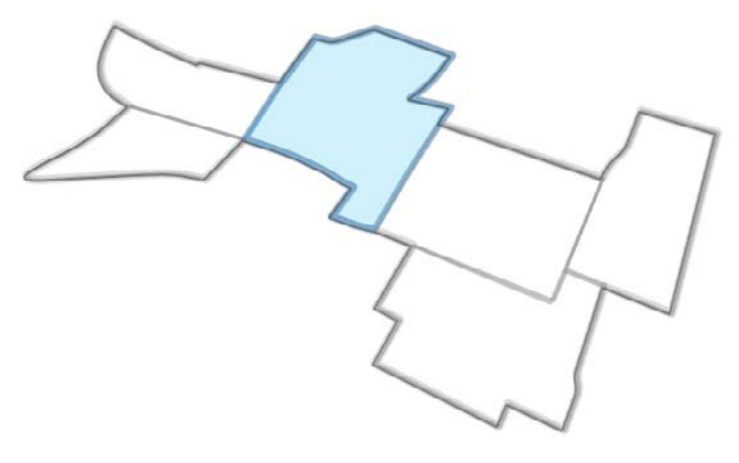
### CATALYST

The opportunity for a catalyst project in Downtown Northeast is immense; a new, quality project could truly **transform a whole part of Downtown** from a commercial strip to a **vibrant, walkable place**. Challenges for a quality developer are equally great. Gas stations and fast food restaurants are very **costly to acquire, requiring density** to create economic viability.

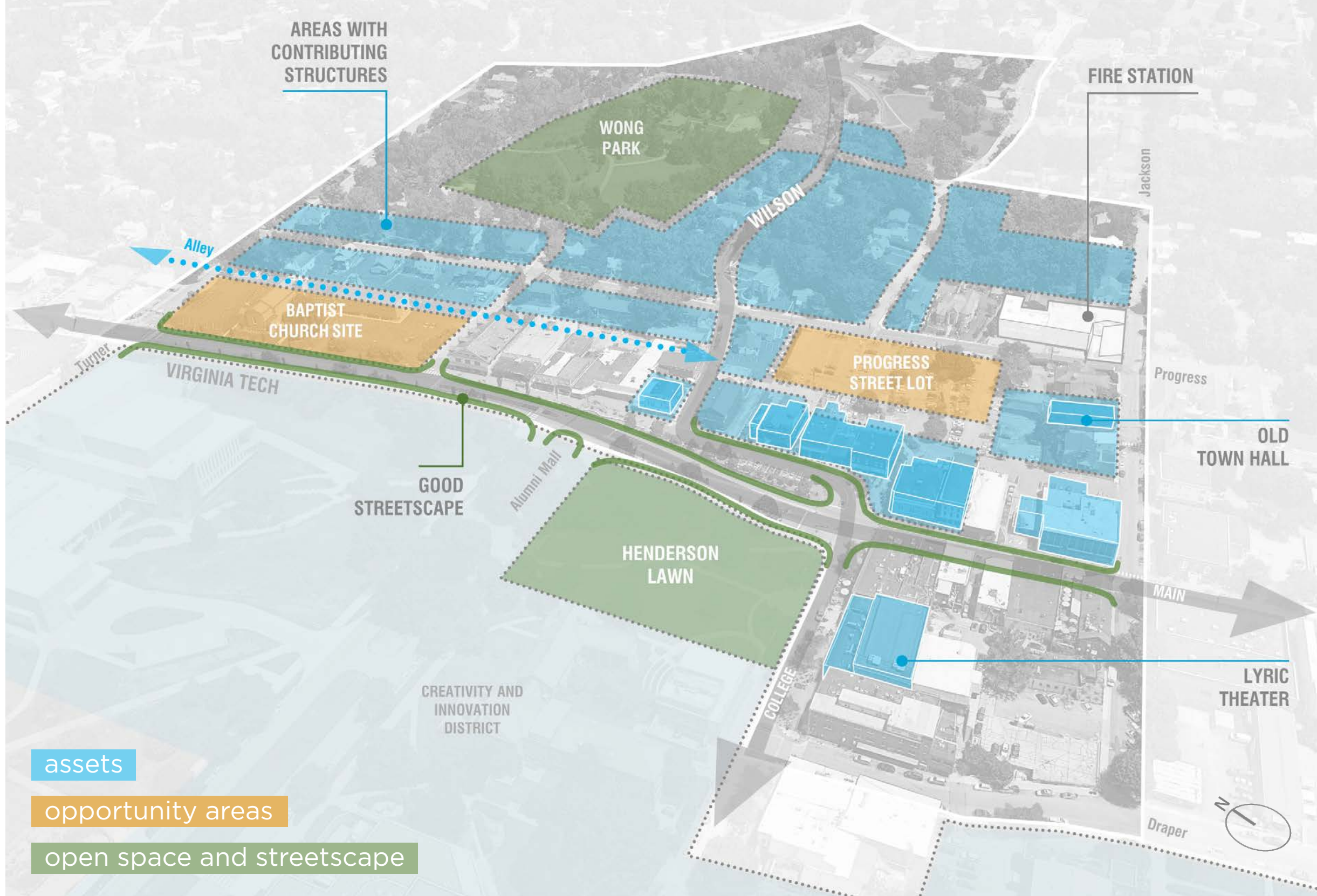
The density, in turn, requires costly structured parking. New development should provide **thoughtful transitions to single family** and historic structures on Progress Street, and an **enhanced alleyway**. The potential upside is great; a catalyst project would meet multiple town objectives, creating the strategic rationale for a public-private partnership.

# CENTRAL DOWNTOWN

This district at the heart of Blacksburg is a dynamic nexus between the many parts of Downtown. Central Downtown has several development sites in key locations. The major opportunities are for the creation of a central streetside plaza to serve as a “front door” for the community, architecturally-sensitive redevelopment of sites for active retail and non-student housing, and new transportation facilities along Progress.



## CENTRAL DOWNTOWN TODAY



<b>MARKET</b>	» Town's center of walkable retail traffic	<b>PLACE</b>	» Good pedestrian environment/walkability
	» Attractive location for non-student housing, as well as employment		» Opportunity to better-connect to Wong Park
<b>ECONOMY</b>	» Low-density townhome infill is not economically feasible	<b>POLICY</b>	» A mix of historic buildings and those of limited architectural significance
	» Redevelopment at higher densities is very viable		» Opportunity to enhance the interface between Downtown/VT Campus
			» Better address transportation challenges
			» Create a true mixed use environment that targets non-students

## 20-YEAR ILLUSTRATIVE VISION



## POTENTIAL CATALYST



### CATALYST DEVELOPMENT SUMMARY

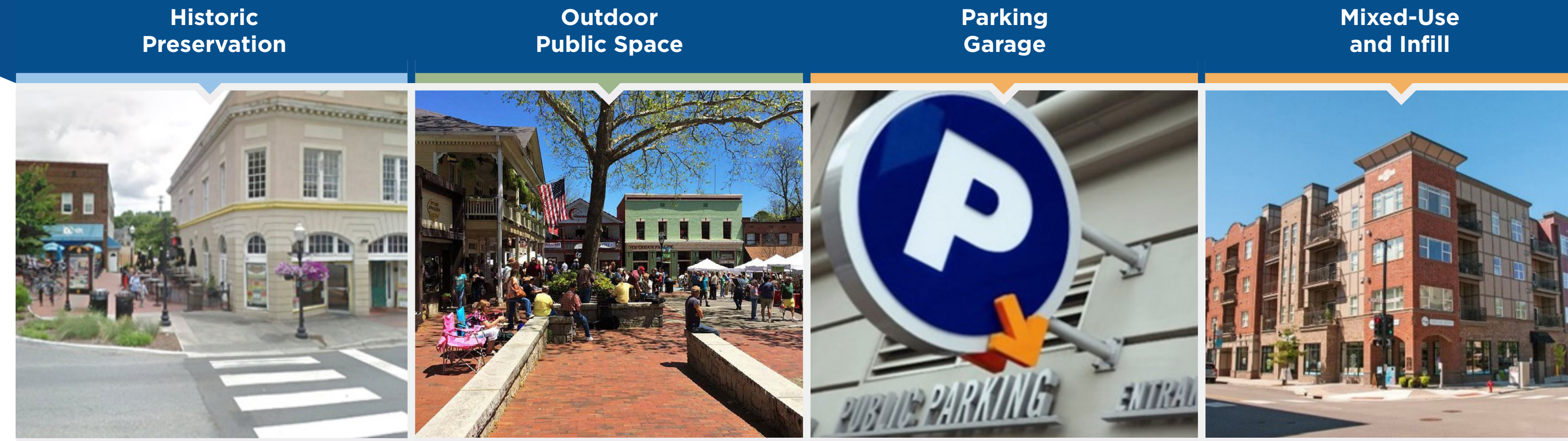
40 units Graduate / Professional Housing	30 units Mid-Career Apartments	55k sq. ft. Office	25k sq. ft. Ground-Floor Retail	0.7 acres Streetside Plaza
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### EXISTING CONDITIONS

Central Downtown is **where Downtown truly comes together**. Improving it in ways that are sensitive to context and advance town goals will require great care. The **Baptist Church site** has great potential as a catalyst site. In the Central Main area on the side east of North Main Street, buildings south of Wilson Avenue are generally historic. Any new development north of Wilson would need to integrate elements of a Baptist Church development and historic buildings to the south.

The **College Avenue extension** provides limited utility as a street and parking area. A **town-owned lot** presents an opportunity to build structured parking. Progress Street has the greatest potential to provide non-motorized transportation **infrastructure for bicyclists and pedestrians**.



### CHARACTER & IDENTITY

- » Mixed-use, with a blend of historic and forward-thinking architecture
- » Places for local and distinctive national businesses
- » Enhanced public space, such as at College Avenue extension
- » Support employee attraction and retention
- » Investments in walkability and non-motorized transportation
- » Better links to Wong Park and Huckleberry Trail
- » Capacity for parking

### VISION

The vision for Central Downtown is for it to be the **activity hub of the entire Downtown**. New residential, office, and retail will help attract and retain young professionals. The College Avenue extension will be transformed into a **central gathering plaza**, complemented by **smaller spaces** with opportunity for **public art** highlighting the town's character. New **structured parking** on the Progress Street Lot will support businesses and enable visitors to “park once” when they come to Downtown. Improvements to Progress will help to form a **bike and pedestrian network**. New buildings will integrate **art, interesting materials**, and **street furniture** to ensure that development is distinctive. Central Downtown should continue to be enhanced as the **most vibrant part of Downtown**—a place that **belongs to everyone**.

### CATALYST

**CATALYST 1: DEVELOPMENT AT THE BAPTIST CHURCH SITE**  
With the church considering divestment of the property, the site offers **great potential for mixed-use development** and additional commercial space, **meeting part of the demand for Downtown housing**. Development along Main Street should serve as a transition point in height and scale from the north to south, with up to five stories

along Main, consisting of **ground-floor retail/restaurant space and upper-floor residential**. This plan envisions **preserving a space that functions as an alley**. Care should be taken to ensure the scaling and massing of development along Main and Progress Streets is varied, **transitioning to the existing fabric** north and east of Progress Street.



## CENTRAL MAIN AND A NEW “FRONT DOOR”: AERIAL VIEW



### Catalyst 2: Central Main and a new “front door”

The extension of College Avenue offers an opportunity to create a **public plaza** and **community gathering space** at the most prominent location in Downtown Blacksburg. After the creation of structured parking nearby, the few pull-in spaces on College Avenue will no longer be needed. Surface parking behind the buildings will provide business loading zones.

**Improvements to the alley system** will connect Faculty Street to Jackson Street, eliminating the need for a vehicular connection via College Avenue.

## PROGRESS STREET TRANSPORTATION FACILITIES: VIEW NORTH ON PROGRESS



### Catalyst 3: Progress Street Transportation

The current municipal lot on Progress Street is positioned to accommodate a new **structured parking facility**, fronted on two sides by a **liner with residential uses**.

A **rebuild of Progress Street**, combined with appropriately scaled **redevelopment on its west side**, could transform the street into a more **pedestrian and bicycle-friendly street**. This plan envisions a **wide shared-use path** on the west side of the street, buffered from the curb with landscaping where space allows.

## ACTIVE ALLEYS: VIEW FROM JACKSON



Progress Street provides a **critical north-south connection** for Blacksburg. A new **bike and pedestrian path**, and a new **parking garage (lined with residential development)** will improve mobility to and through Downtown.